

**Abstract of the Disclosure**

In an interactive media system including interactive TV and interactive streaming media systems, a software program performs a check to determine if a product advertised is available in different versions. If different versions of the product are available, a software program employs a database of preferences to identify a product that matches or most closely matches preferences. CRM systems can be used to collect and control the preference information, product information, including a preference specific version, if available, is displayed. An icon supporting single action ordering is displayed contingent upon the presence of billing and shipping information. Demographic information may be combined with customer preference information to identify advertisement types and versions. Advertisements may be associated with images contained in a program or advertisement of an interactive media presentation.